Market-by-market:
TV's financial reckoning for 1979

Broadcasting Nov 24

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The First 50 Years Of Broadcasting
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The Week in Brief

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THE 'BROADCASTING' YEARS ☐ Radio's golden age drew more prospectors and more Washington critics. Organized labor made its first substantial inroads on broadcasting. Key members of Congress became increasingly concerned about ownership and practices in radio. And farther up Pennsylvania Avenue, new FCC Chairman McNinch rebuilt structure of commission. **PAGE 85.**

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Monitor

Novacom born. Novacom, new TV distribution company to market shows from noncommercial WGBH-TV Boston and other producers, has been formed by Bruce Paisner, Time Inc., vice president and former president of Time-Life Films, and Boston station. In addition to more than 2,000 WGBH-TV programing hours Novacom now has available for syndication outside of public television, company also has "post-theatrical marketing" deal with Francis Ford Coppola's Zoetrope Studios and is representing Gateway Productions on its proposed *U.S. News and World Report* series. Joining Paisner, president and chief executive office, is Bill Miller, senior vice president, Time-Life Films, who becomes Novacom's executive vice president. David Ives, WGBH-TV president, is chairman.

□

In the marketplace. *Video News Magazine*, weekly hour-long digest of national and international news on cassette, is being produced for international sales by ABC Video Enterprises. Chief sources are *World News Tonight* and ABC News's Daily Electronic Feed to affiliates.... Add WKBS-TV Philadelphia (Burlington, N.J.) and WFLA-TV Tampa-St. Petersburg, Fla., to list of stations going with BBI Communications' new season of *The Baxters*. Clearance now stands at 35% of country including WNEW-TV New York and KTTV(TV) Los Angeles ... Sixteen new markets have been added for Carter-Grant's *24 Days of Christmas* inserts, bringing total to 98. Program Syndication Services is distributor ... "Good Vibrations" is umbrella for 15 "recent teen/beach party" theatricals available for first-run TV play from Gold Key Entertainment. *Bowzer*, half-hour access pilot for possible fall 1981 series, is available from Lexington Broadcast Services, same company that distributes *Sha Na Na* from which *Bowzer* is a spin-off. NBC owned-and-operated stations already have signed for pilot; it's barter show ... *Big Country*, 39 first-run half-hours of "cowboy music," is available for local TV play beginning next month from Hollywood Distributors International.

□

Rematch. Warner Amex Cable said it had acquired rights to carry Nov. 25 return bout between Roberto Duran and Sugar Ray Leonard for welterweight championship live on its interactive QUBE cable system in Columbus, Ohio. Viewers will be charged $12 per home, and will have opportunity to "vote" for winner of each round. In initial fight last June, some 7,000 homes tuned in—and awarded victory to Leonard by one vote while officials in ring were narrowly awarding it to Duran.

□

Rent-a-tape. Columbia Pictures Home Entertainment has announced plans to establish own video cassette rental program. Company calls its current cassette sales "healthy" but says those results would be "dwarfed" by added returns that via rentals could yield. Columbia cited several studies to back up decision—one indicating 40% of cassettes in stores are now used for rentals, another that in three years 60% of retail video software dollars will be generated by rentals.

PlayBack

From TV to radio. *Stan Hitchcock Radio Show*, weekly, 30-minute country music program, is being offered by Ramblin' Productions, Ltd., Springfield, Mo. Program is adapted from weekly TV program launched last February and currently airing in 85 markets. Among 60 stations signed for radio program so far are WKDA(AM) Nashville, WPLO(AM) Atlanta, KSON-AM-FM San Diego and WMNI(AM) Columbus, Ohio. Company is offering show on barter basis. For information: (417) 864-4404.

□

Record breaker. Mutual Broadcasting's New Year's special, *Country Music Countdown*, has cleared 536 stations, becoming highest clearing program in network's history. Singer Anne Murray and WHN(AM) New York air personality Mike Fitzgerald will host program, which features interviews with Larry Gatlin, Mickey Gilley, Charlie Daniels, Barbara Mandrell and Kenny Rogers.

□

Bull rushes and bear facts. *Wall Street Journal Report*, 17 radio programs daily covering business and finance, was launched last week. It's distributed via Westar satellite.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Lady* by Kenny Rogers on United Artists; (2) *Woman In Love* by Barbra Streisand on Columbia; (3) *Hungry Heart* by Bruce Springsteen on Columbia; (4) *Dreaming* by Cliff Richard on EMI/America; (5) *More Than I Can Say* by Leo Sayer on Warner Bros. The top five in **country radio airplay:** (1) *Smoky Mountain Rain* by Ronnie Milsap on RCA; (2) *She Can't Say That Anymore* by John Conlee on MCA; (3) *Almost Slipped My Mind* by Charley Pride on RCA; (4) *Lady* by Kenny Rogers on United Artists; (5) *Lovers Live Longer* by Bellamy Brothers on Warner Bros.

Ratings Roundup

Score ABC-TV with a prime-time ratings victory for the week ended Nov. 16. First and second place averages were close, with only half a point separating ABC's 20.6 rating and 32 share from CBS-TV's 20.1/31. NBC-TV trailed with a 17.4/27.

On the series side, it was *Dallas* (the final episode before revealing "who shot J.R.") that brought the week's highest score—a 35.7/56 for CBS. "Saturday Night Fever," fifth-highest rated of the week, demonstrated the strongest movie performance, with a 26.7/38 for ABC. NBC's repeat of "Smokey and the Bandit" also did well with a 22.4/33. But the same network's four-night "Godfather Saga" gave viewers an offer they could refuse, with nightly averages of 18.3/28, 14.1/24, 14.5/24 and 16.9/25.

In its premiere episode on Tuesday, ABC's *Too Close for Comfort* earned a 19.1/28, dropping off from its *Three's Company* lead-in (20.8/30). Considerably more ground was lost when a special *Too Close* episode brought only a 15.7/27 after "Saturday Night Fever" on Sunday. CBS also offered a new-series premiere with the *Enos* spin-off from *Dukes of Hazzard*. *Enos* scored a 17.7/27.

With the sweep periods almost two-thirds completed, CBS, through Nov. 16, led by a considerable margin in both Arbitron and Nielsen counts. For the Arbitron period, begun Oct. 29, it was CBS 20.9, ABC 18.8 and NBC 15.9. Nielsen, begun a day later, showed CBS at 20.9, ABC 18.7 and NBC 16.0.

The First 20

Rank	Program	Network	Rating/ Share
1	*Dallas*	CBS	35.7/56
2	*Dukes of Hazzard* (premiere)	CBS	29.1/45
3	*Love Boat*	ABC	27.2/45
	60 Minutes	CBS	27.2/42
5	"Saturday Night Fever" (movie)	ABC	26.7/38
6	*Happy Days* (premiere)	ABC	23.3/34
	Alice	CBS	23.3/33
8	*NFL Monday Night Football (New England v. Houston)*	ABC	22.8/38
9	"Smokey and the Bandit" (movie)	NBC	22.4/33
10	*Jeffersons*	CBS	22.0/35
11	*Little House on the Prairie*	NBC	21.7/32
12	*Mork & Mindy* (premiere)	ABC	21.5/33
	Laverne & Shirley	ABC	21.5/31
14	*Archie Bunker's Place*	CBS	21.4/31
15	*Fantasy Island*	ABC	21.3/37
16	*Diff'rent Strokes* (premiere)	NBC	21.2/32
17	*Real People*	NBC	21.0/32
18	*Barney Miller*	ABC	20.9/32
19	*Three's Company*	ABC	20.8/30
20	*That's Incredible*	ABC	20.6/30
	One Day at a Time	CBS	20.6/29

The Final Five

52	*High Noon Part II* (movie)	CBS	13.8/23
53	*Smothers Brothers Special*	NBC	13.3/22
	Siegfried & Roy (special)	NBC	13.3/22
55	*Tim Conway Show*	CBS	13.0/21
56	*Games People Play*	NBC	11.1/19

tional production costs as it tries to make up for lost time—a 60-to-90-day delay in production schedules was caused by the strike, according to Mechem.

Reviewing prospects for the quarter and the coming year, Mechem said Taft is looking for broadcasting revenues to rise 5% to 10% in the quarter ending in December (Taft's fiscal third quarter). Local revenues will likely be flat or up no more than 5%; national spot will be up between 5% and 10%.

Going into the first three months of next year, Mechem said, Taft is "cautiously optimistic that broadcast revenue growth will begin to strengthen." Mechem also spoke of "moderation in expense increases in the third quarter" for broadcasting that result from good control of operating expenses and "more favorable programing cost comparisons." He also mentioned that he expects the program cost moderation trend to continue into next year.

Speaking of the Taft Entertainment Division, which is divided into a production wing that includes Hanna-Barbera and QM Productions and the distribution wing, Worldvision Enterprises, Mechem confirmed what he said analysts have been suggesting for some time, "that Taft intends to be a major supplier of software in the 1980's." He called this part of a "fundamental corporate strategy" that is based on a decision that "the greatest potential for Taft rested on the software side rather than the hardware side of the new technologies."

In a similar vein, Mechem commented during the question-and-answer session that "we do have a cable strategy—it's just a different one," a reference to the perceived eventual software needs of cable.

Taft President Dudley S. Taft also addressed the analysts, focusing on the business strategies of each of Taft's three segments—broadcasting, amusement parks and the entertainment group. In television, Taft said his company's response to new technologies is to emphasize local programing to "establish a unique local identity," through news, sports and information programs. Taft cited the previously announced agreement with Paramount, Telerep, and Cox Broadcasting to produce a magazine format *Entertainment Today*, show in his examples of such efforts. In radio, the company's emphasis is on research, "which enables it to pinpoint and reach important audience segments," according to Taft, in recognition that "radio is a fragmented medium."

Lockton tapped to head Warner Amex

He will serve as president and chief operating officer; Hauser continues as chairman and CEO; Reinsch giving up co-chairmanship

A leading executive from Dun & Bradstreet has been tapped as president and chief operating officer of Warner Amex Cable Communications. John D. Lockton, senior vice president, Dun & Bradstreet Corp., and president, Dun & Bradstreet International Ltd., now takes charge of Warner Amex's cable operations, marketing and programing, finance, human resources and administration and security systems.

With the appointment of Lockton ("In Brief," Nov. 17), Gustave M. Hauser relinquishes his title of president but continues as Warner Amex chairman and chief executive officer. The addition of a chief operating officer was said to be "a pivotal move" in the expansion of the company's executive organization to respond to Warner Amex growth.

A 12-year veteran of Dun & Bradstreet, Lockton was responsible for international operations, Funk & Wagnalls Publishing and the Fantus Co. financial operation. Previously he had been president of Moody's Investor Services there and general manager of the Ruben H. Donnelly Corp.

Lockton

Lockton's new position also puts him on the Warner Amex board of directors and its executive committee.

Along with the Lockton announcement came word that J. Leonard Reinsch, retired head of Cox Broadcasting, would be giving up his positions as co-chairman of Warner-Amex and executive committee member. He will continue to be associated with the company as a member of the board of directors.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC	39 wk 9/27	$1,616,553,000	+13.7	$107,621,000	-5.8	3.82	$1,422,044,000	$114,364,000	4.08
BBDO International	9 mo 9/30	114,700,000	+15.5	8,052,000	+15.0	3.20	99,300,000	7,004,000	2.79
John Blair & Co.	9 mo 9/30	161,854,000	+14.3	7,521,000	-15.2	2.02	141,591,000	8,867,000	2.39
Capital Cities Communications	9 mo 9/30	341,114,000	+13.8	53,224,000	+17.9	4.04	299,781,000	45,122,000	3.29
Charter Co.	9 mo 9/30	3,290,485,000	+11.5	28,018,000	-88.1	.34	2,951,824,000	218,630,000	9.30
Cohu	9 mo 9/30	*118,650,752	+10.6	1,037,079	+13.7	.62	*116,865,693	912,290	.84
Conrac	9 mo 9/30	109,064,000	+8.4	3,105,000	—	1.49	100,574,000	-745,000	-.50
Cowles Communications	9 mo 9/30	12,486,000	+8.3	4,371,000	+11.6	1.10	11,532,000	3,916,000	.99
Cox Broadcasting	9 mo 9/30	220,555,000	+25.0	33,962,000	+7.0	2.51	176,397,000	31,756,000	2.36
Dun & Bradstreet	9 mo 9/30	864,822,000	+25.7	76,233,000	+15.7	2.73	687,922,000	65,866,000	2.36
Eastman Kodak	36 wk 9/7	6,626,619,000	+21.7	847,181,000	+20.0	5.25	5,441,162,000	706,061,000	4.38
Four Star International	year 6/28	1,780,068	-5.7	109,999	-40.7	.20	1,887,111	185,575	.33
Gannett Co.	9 mo 9/30	878,277,000	+14.1	104,110,000	+12.5	2.89	769,451,000	92,515,000	2.59
Gross Telecasting	9 mo 9/30	8,231,784	+11.6	1,980,693	+12.9	2.47	7,376,709	1,754,346	2.19
Gulf United	9 mo 9/30	495,978,000	+33.8	55,277,000	+48.8	2.12	370,702,000	37,151,000	1.66
Harris Corp.	3 mo 9/26	347,753,000	+26.3	20,745,000	+20.0	.68	275,336,000	17,292,000	.57
Harte-Hanks Communications	9 mo 9/30	217,053,000	+25.9	14,979,000	+17.3	1.59	172,334,000	12,770,000	1.38
Heritage Communications	9 mo 9/30	18,282,947	+75.2	1,646,676	+159.4	.50	10,433,769	634,718	.26
Marvin Josephson Associates	3 mo 9/30	9,138,700	+0.8	771,300	-19.7	.30	9,065,700	961,100	.37
Knight-Ridder	9 mo 9/30	795,521,000	+11.6	63,906,000	—	1.97	712,765,000	63,900,000	1.94
Liberty Corp.	9 mo 9/30	219,313,000	+9.7	22,169,000	-10.8	1.73	199,613,000	24,879,000	1.90
LIN Broadcasting	9 mo 9/30	45,900,000	+11.2	10,666,000	+14.3	3.86	41,266,000	9,328,000	3.39
M/A Com.	year 9/27	322,480,000	+42.0	24,905,000	+89.1	.77	227,083,000	13,173,000	.46
MCA Inc.	9 mo 9/30	959,624,000	+9.2	110,739,000	-17.2	4.70	878,393,000	134,257,000	5.75
MCI Communications	6 mo 9/30	100,810,000	+59.7	8,087,000	+75.3	.10	63,110,000	4,613,000	.09

*Cohu revenues include gain or sale of land of $260,000 in 1980 and $172,436 in 1979.

Television's 1979: Revenues $7.9 billion, profits $1.7 billion

The FCC's computer has yet to digest—and break out—all the facts and figures that define the medium's fiscal balance for that year, but the market-by-market revenues have now been added to the network results to give a general outline of the big picture. This is the way it was.

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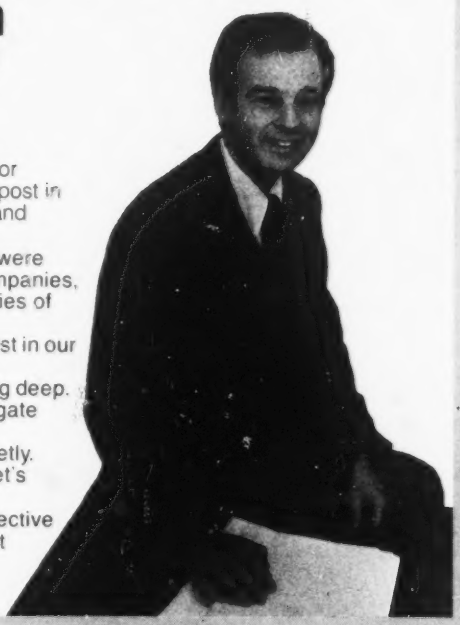

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Los Angeles continued its reign as the number-one market in total TV profits during 1979, while the crown for total TV revenues stayed with New York.

That is reflected in the market-by-market breakdown of TV station operations released Nov. 14 by the FCC ("In Brief," Nov. 17).

The information, combined with FCC figures on the TV networks and their owned and operated stations released last summer (BROADCASTING, July 28), permits this look at the 1979 performance of all television:

- Revenues were $7.9 billion, up 13.5% from 1978.
- Expenses were $6.2 billion, 17% more than in 1978.
- Pretax income was $1.7 billion, just 2.5% higher than in 1978.

New York, which ran first in total revenues and second in profits during 1978, stayed on the top in revenues with a 10.2% increase to $311.6 million. Its profit of $82 million turned out to be the country's second highest.

Revenues in Los Angeles increased 9.9% to $292 million, keeping it number two in that category. Profits there in 1979 were $94.9 million, the highest anywhere.

Chicago, which ranked third in both revenues and profits in 1978, retained those positions with $186.1 million (up 4.6%) and $55.4 million, respectively.

Rounding out the top 10 in TV revenues last year:

4. San Francisco-Oakland, $139.2 million (with sixth-ranked profits of $43.7

million).

5. Philadelphia, $126.5 million (with seventh-ranked profits of $39.3 million).

6. Boston, $115.2 million (with eighth-ranked profits of $35.6 million).

7. Detroit, $104.6 million (with ninth-ranked profits of $34.2 million).

8. Dallas-Fort Worth, $96.4 million (with fourth-ranked profits of $53.5 million).

9. Houston-Galveston, $92.3 million (with fifth-ranked profits of $51.1 million).

10. Washington, $87.8 million (with 15th-ranked profits of $22.8 million).

Figures for the 292 TV markets show revenues of $4.4 billion in 1979, up 11.2%; expenses of $3.1 billion, up 16%; pretax profit of $1.3 billion, up 3.6%; network time sales of $344 million, up 6.4%; spot sales of $2.6 billion, up 10.2%; local sales of $2.2 billion, up 13.3%, and barter and trade-outs of $101 million, up 13.3%.

BROADCASTING has again developed a table, based on the FCC revenue figures, to show how much it cost in 1979 to reach a single home in each market (see page 80). Market revenues were divided by total TV households in that Area of Dominant Influence, as defined by Arbitron Television for 1979.

Las Vegas-Henderson, Nev., turned up for the third year in a row with the highest figure: $96.35 per home, down from $102.07 in 1978. Its closest competition came from Salinas-Monterey-San Jose, Calif., with $93.88, up slightly from $92.75 in 1978. Next in order were Atlanta, $83.46, up from $73.32; Denver, $83.31, up from $79.35, and Phoenix-Mesa, Ariz., $82.77, up from $73.81.

At the bottom of the list—representing the lowest cost per home—was Yakima, Wash., $27.49, up just 11 cents from its $27.38 in 1978. It supplanted Wilkes Barre-Scranton, Pa., at the bottom of the list when the latter market increased from $25.66 in 1978 to $33.65 last year and leap-frogged up six positions on the list.

(Editor's Note: Network figures released in July were rounded to millions; the market figures released Nov. 14 are rounded to thousands. Accordingly, in the text of this story the latter figures have been rounded to millions for composite totals.)

Onward and upward for 1980-81

The spot television industry is confident that business in 1980 will top 1979 by a comfortable margin and is anticipating similar gains in 1981.

Station reps were canvassed last week coincident with the release of FCC market-by-market figures for 1979 (see story, page 72), and on one subject they were especially vocal: They found it difficult to understand why it took the commission so long to compile 1979 figures—in actuality, more than 10 months after the close of the year.

They tended to agree generally with a Television Bureau of Advertising prognosis that spot TV will emerge from 1980 with a 14% increase over 1979. They acknowledged that in this inflation-riddled area such a gain is acceptable but not extensive. But they pointed out philosophically that there were such contributing factors as the recession, the deepening oil crisis, the absence of Moscow Olympic telecasts in the U.S., and the strike by the Screen Actors Guild and the American Federation of Television and Radio Artists, which affected network TV directly and had a spin-off effect on spot.

For 1981, TVB is slightly more conservative and is leaning toward an 11% increase in spot TV over 1980. The national representatives questioned seemed more optimistic, leaning toward larger percentage increases than those projected by TVB.

The overriding conviction of representatives is that the economy is likely to improve next year. And with a Republican administration this impression is reinforced. Their reasoning, put simply, is that business has more confidence in the Republicans, and what's good for business is good for broadcasting.

Roger Rice, president of the Television Bureau of Advertising, found that the official 1979 FCC figures proved to be "extremely close" to those reported to TVB during its quarterly surveys of member stations. Rice echoed the views of other television industry executives when he lamented the tardiness of FCC statistics.

"We're planning to expand our quarterly surveys," Rice said, "and our steering committee is holding a meeting in December to decide what additional type of information we want to put into the surveys."

Rice acknowledged that 1980 may not be turning out as well as some have hoped but he insisted there were extenuating circumstances including the loss of the Olympics and the actors' strike.

"We figure regional and national spot will be up about 14% this year, with local up 10% and network 14%," Rice reported. "Not bad for a recession year."

Television is a healthy industry and "we're looking forward to additional advances in 1981," TVB's president continued. He said TVB projections are for an 11% increase in spot and in local TV, and for a 12% jump in network. "We think the demand for television is going to continue to grow," he predicted.

Rice thinks a change in administration in Washington will help the business climate and benefit television.

"Nothing is going to change radically on or after Jan. 20," Rice conceded. "But it will be a gradual change—a change more sympathetic to business. And the regulatory agencies are likely to be ones that will be fair, both to the consumers and to industry."

TVB will continue to accentuate sales development in 1981, according to Rice, and among the advertiser categories to be courted are corporate (issue advertising), travel, apparel and professional services (law, medicine, hospital care and real estate).

To Farrell Reynolds, senior vice president, sales, Peters, Griffin, Woodward, the most important contribution that FCC financial information can provide is to indicate market growth.

"We look to this information to help us in our forecasts," he pointed out. "This year, unfortunately, it doesn't help because we've already done our forecasting for 1981. This type of data helps us to price our advertising inventory and to gauge how much we should be spending for programing, for example."

Reynolds said that business at PGW for 1980 is running ahead of the industry average of 11%-12%, and said business was "great" in the first half but less robust in the second.

"Orders are coming in this month very close to air time but the month is firming up," he confided. "We feel part of this tardiness is related to softness at the TV networks."

Reynolds attributed the faltering pace of business in the second half to several factors: the general economy and the performers' strike. He said the net effect was to discourage advertisers from completing up-front buying and scatter purchases, and he added, "Let's face it, spot is a creature of network."

Reynolds is buoyant about 1981, but

Text continues on page 82

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati
Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

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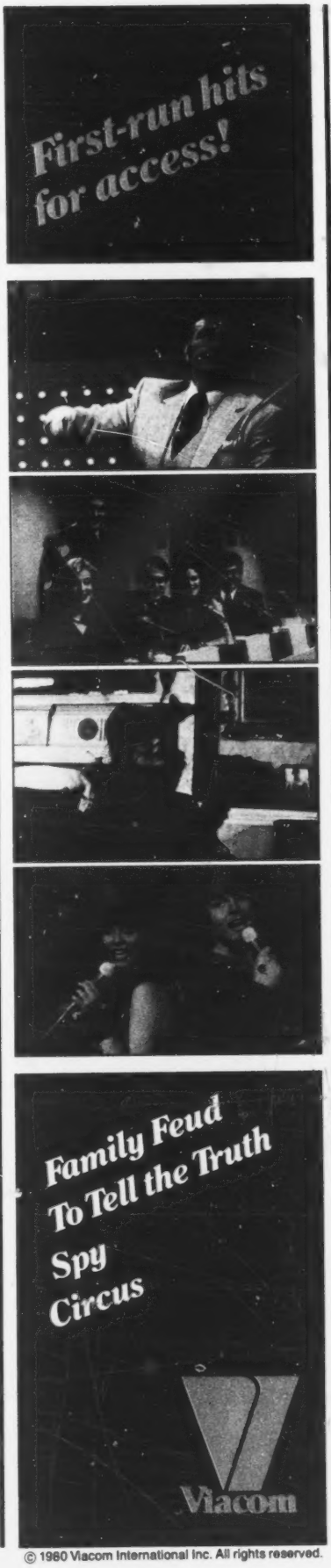
Market-by-market breakdown of

Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	Time sales[1] Network 1979 ($000)	Network 1978 ($000)	Spot 1979 ($000)	Spot 1978 ($000)
*Abilene-Sweetwater, Tex. (3)	134	132	797	–	1,477	–
Albany-Schenectady-Troy, N.Y. (3)	47	46	3,317	3,184	12,223	11,746
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	99	81	1,264	1,142	5,584	4,295
Albuquerque, N.M. (4)	63	62	1,389	1,072	6,715	6,275
Amarillo, Tex. (3)	124	119	786	761	2,979	2,745
Anchorage (3)	130	129	349	342	1,287	1,064
*Atlanta (6)	11	11	3,019	2,676	56,076	39,477
Augusta, Ga. (3)	101	73	1,570	1,438	3,624	3,212
Austin, Tex. (3)	82	78	984	920	6,655	5,143
Bakersfield, Calif. (3)	122	116	906	816	3,846	3,255
Baltimore (4)	19	23	3,088	2,887	35,496	32,328
Bangor, Me. (3)	132	120	1,037	928	1,996	1,547
Baton Rouge (3)	69	63	1,713	1,663	5,221	4,644
Beaumont-Port Arthur, Tex. (3)	103	91	959	919	2,687	2,439
Binghamton, N.Y. (3)	127	105	1,260	1,158	2,388	2,334
Birmingham, Ala. (3)	44	31	3,372	3,211	14,413	13,594
Boise-Nampa, Idaho (3)	115	114	1,040	1,049	3,145	2,578
*Boston (6)	6	8	5,727	5,489	87,345	79,247
Buffalo, N.Y. (4)	30	37	3,238	2,827	24,335	23,472
Burlington, Vt.-Plattsburgh, N.Y. (3)	107	93	1,449	1,214	4,552	4,110
Cedar Rapids-Waterloo, Iowa (3)	78	84	1,466	1,301	5,538	5,344
Charleston, S.C. (3)	98	100	974	878	4,657	4,143
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	61	65	3,258	2,860	8,609	7,502
Charlotte, N.C. (4)	34	35	5,301	4,443	18,364	15,872
*Chattanooga (4)	89	68	1,141	1,033	4,846	4,421
*Chicago (8)	3	3	8,287	8,047	141,404	141,036
Cincinnati (4)	25	24	3,261	2,884	19,707	19,815
Cleveland (4)	13	15	5,433	5,066	44,646	46,031
Colorado Springs-Pueblo (3)	92	82	828	726	5,302	4,794
Columbia, S.C. (3)	83	65	1,716	1,367	5,882	5,079
Columbia-Jefferson City, Mo. (3)	131	121	1,004	790	2,153	2,008
Columbus, Ga. (3)	106	85	1,729	1,452	2,492	2,398
Columbus, Ohio (3)	32	28	2,621	2,392	17,825	16,485
Corpus Christi, Tex. (4)	110	113	1,029	834	2,443	2,413
*Dallas-Fort Worth (5)	8	4	3,025	3,086	65,022	60,186
Davenport, Iowa-Rock Island-Moline, Ill. (3)	79	86	1,603	1,556	6,132	5,804
Dayton, Ohio (3)	42	43	3,997	3,595	12,398	11,430
Denver (4)	17	10	2,192	2,074	38,467	31,000
Des Moines-Ames, Iowa (3)	88	59	1,872	1,736	8,037	8,124
Detroit (6)	7	9	6,286	6,199	71,186	59,884

television revenue and profit in 1979

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit[3]
1979 (000)	1978 (000)	1979 (000)	1978 (000)	1979 (000)	1978 (000)		1979 (000)	1979 (000)
2,288	–	189	–	4,173	–	–	4,084	89
9,928	9,043	562	628	22,331	20,579	**8.5**	15,799	6,532
3,734	3,752	131	100	9,253	8,088	**14.4**	6,545	2,708
10,787	9,467	378	261	16,165	14,368	**12.5**	11,990	4,175
3,765	3,874	114	72	6,567	6,360	**3.3**	5,920	647
3,980	3,904	353	108	5,311	5,065	**4.9**	5,096	215
35,797	33,694	1,948	1,781	81,214	66,211	**22.7**	51,738	29,476
4,978	4,682	300	246	9,102	8,422	**8.1**	5,783	3,319
5,555	5,204	139	75	11,685	10,008	**16.8**	8,818	2,867
3,172	3,046	52	167	6,725	6,065	**10.9**	5,819	905
25,297	22,605	1,565	1,544	53,503	48,263	**10.9**	37,493	16,010
2,375	2,228	185	50	4,960	4,375	**13.4**	4,325	635
10,026	7,736	85	91	15,138	12,470	**21.4**	10,973	4,165
6,270	5,527	112	114	9,002	7,988	**12.7**	6,726	2,276
3,398	2,988	229	289	6,128	5,667	**8.1**	4,647	1,428
10,119	9,882	430	470	23,726	22,775	**4.2**	11,892	11,834
4,282	4,075	133	118	7,511	6,836	**9.9**	6,590	921
45,533	40,092	2,623	2,778	115,273	104,048	**10.8**	79,688	35,585
16,925	14,781	1,160	1,216	37,718	34,937	**8.0**	28,217	9,501
3,040	2,480	117	92	8,336	7,188	**16.0**	6,162	2,174
7,068	6,575	273	356	12,337	11,551	**6.8**	9,900	2,437
5,265	4,349	322	252	9,476	8,174	**15.9**	7,611	1,865
7,351	6,704	341	388	17,099	15,201	**12.5**	9,962	7,137
14,240	13,008	1,734	1,456	33,303	29,165	**14.2**	22,727	10,576
5,968	5,808	432	404	10,545	9,872	**6.8**	6,792	3,753
74,162	65,092	2,696	2,798	186,142	177,917	**4.6**	130,775	55,368
24,374	20,94[illegible]	1,360	1,323	43,854	39,785	**10.2**	29,062	15,793
34,796	31,446	1,923	2,220	72,420	70,115	**3.3**	48,247	24,173
5,515	4,601	124	134	10,031	8,634	**16.2**	7,397	2,634
5,531	5,831	91	158	11,627	10,917	**6.5**	7,600	4,028
2,337	2,183	257	196	5,164	4,474	**15.4**	4,536	628
5,108	4,745	161	160	8,371	7,801	**7.3**	6,012	2,359
20,469	17,628	872	985	34,590	30,847	**12.1**	21,253	13,337
5,608	5,117	146	170	8,097	7,408	**9.3**	7,102	995
45,729	39,032	2,135	1,828	96,426	87,280	**10.5**	42,951	53,475
6,696	5,616	256	222	12,277	12,061	**1.8**	9,922	2,355
13,597	12,044	484	536	25,841	23,392	**10.5**	18,597	7,244
36,119	31,819	1,173	1,126	64,491	55,066	**17.1**	32,562	31,929
8,090	7,605	349	300	15,240	14,826	**2.8**	10,665	4,575
47,361	46,205	1,827	1,517	104,607	93,764	**11.6**	70,372	34,235



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Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	Time sales[1] Network 1979 (000)	Network 1978 (000)	Spot 1979 (000)	Spot 1978 (000)
Duluth, Minn.-Superior, Wis. (3)	117	135	1,235	1,150	3,350	3,147
El Paso, Tex. (3)	94	98	745	700	3,378	3,341
Erie, Pa. (3)	125	126	1,125	1,068	1,865	2,191
Evansville, Ind. (3)	91	79	1,120	1,069	3,681	3,278
Fargo-Valley City, N.D. (3)	109	102	1,003	910	3,214	2,922
Flint-Saginaw-Bay City, Mich. (3)	60	56	1,801	1,588	9,213	8,523
Fort Myers-Naples, Fla. (3)	112	123	826	631	3,264	2,462
*Fort Smith, Ark. (4)	136	136	936	827	961	1,304
Fort Wayne, Ind. (4)	84	118	962	908	4,956	5,374
Fresno-Hanford-Tulare-Visalia, Calif. (6)	53	76	1,465	1,352	10,527	8,491
Grand Rapids-Kalamazoo, Mich. (4)	45	40	2,762	2,638	12,686	12,180
Green Bay, Wis. (3)	70	69	1,569	1,363	6,175	5,958
Greensboro-Winston Salem-High Point, N.C. (3)	57	53	1,817	1,590	9,979	8,808
Greenville-Spartanburg, S.C.-Asheville, N.C. (5)	48	39	2,031	1,798	15,699	14,953
Greenville-Washington-New Bern, N.C. (3)	90	75	1,324	1,080	5,992	5,429
*Harrisburg-Lancaster-York-Lebanon, Pa. (6)	62	71	2,568	2,271	10,308	9,741
Hartford-New Hvn.-New Brtn.-Waterbury, Ct. (4)	31	26	3,900	3,615	25,821	23,451
Honolulu (4)	49	108	1,073	1,116	2,833	3,130
Houston-Galveston, Tex. (5)	9	5	3,220	2,914	67,809	59,925
Huntsville-Decatur, Ala. (3)	113	128	875	909	3,556	3,070
Idaho Falls-Pocatello, Idaho (3)	137	134	657	634	2,064	1,698
Indianapolis-Bloomington (5)	21	27	2,607	2,469	29,794	27,109
Jackson, Miss. (3)	85	97	1,494	1,267	4,462	3,952
Jacksonville, Fla. (3)	51	38	2,399	1,901	14,202	12,576
Johnson City-Kingsport-Bristol, Tenn. (3)	108	94	1,266	1,158	4,460	3,794
Johnstown-Altoona, Pa. (3)	104	77	2,322	2,169	3,886	3,777
Joplin, Mo.-Pittsburg, Kan. (3)	128	112	1,301	1,177	2,537	2,485
Kansas City, Mo. (4)	26	20	2,777	2,471	26,010	23,270
Knoxville, Tenn. (4)	67	66	2,283	1,758	7,180	6,146
Las Vegas-Henderson (4)	71	137	974	564	3,953	3,839
Lexington, Ky. (3)	81	104	1,187	915	7,310	6,137
Lincoln-Hastings-Kearney, Neb. (5)	102	107	1,038	1,002	4,888	288
Little Rock, Ark. (3)	58	90	1,298	1,184	6,964	6,382
Los Angeles (12)	2	1	11,058	10,349	164,675	149,709
Louisville, Ky. (4)	39	58	2,854	2,622	13,448	12,793
Lubbock, Tex. (3)	111	131	1,150	–	2,722	–
Madison, Wis. (3)	88	80	1,205	1,169	5,856	5,298
Memphis (5)	37	42	2,562	2,087	14,852	12,703
Miami (7)	12	12	3,283	2,894	41,586	37,617
Milwaukee (4)	28	32	2,843	2,679	23,734	22,150
Minneapolis-St. Paul (4)	14	19	3,190	3,103	40,787	36,965
Mobile, Ala.-Pensacola, Fla. (3)	75	57	1,418	1,302	8,142	7,490
Monroe, La.-El Dorado, Ark. (3)	116	88	1,359	1,206	3,082	2,715
Montgomery, Ala. (3)	105	74	1,427	1,151	4,224	3,718
Nashville (4)	40	48	2,421	2,007	14,423	12,804

Local 1979 (000)	Local 1978 (000)	Barter and trade-outs 1979 (000)	Barter and trade-outs 1978 (000)	Total broadcast revenues 1979 (000)	Total broadcast revenues 1978 (000)	Percent change in revenue	Total broadcast expenses 1979 (000)	Total broadcast profit[3] 1979 (000)
3,251	2,941	170	119	7,134	6,750	**5.7**	7,331	−197
7,026	5,990	200	182	9,722	8,785	**10.7**	7,818	1,904
3,928	3,273	79	232	6,152	5,771	**6.6**	5,828	324
6,833	5,973	190	193	10,127	9,031	**12.1**	7,311	2,816
4,777	4,232	68	44	8,181	7,311	**11.9**	6,423	1,759
9,367	8,558	416	369	17,494	16,163	**8.2**	12,505	4,989
4,656	3,330	133	198	7,861	5,759	**36.5**	7,361	500
2,299	2,263	51	27	3,806	3,978	**−4.3**	4,356	−550
6,824	5,619	544	296	11,242	10,394	**8.2**	10,545	698
10,809	10,628	826	454	19,912	17,825	**11.7**	16,917	2,995
11,697	10,027	403	323	23,046	21,237	**8.5**	14,872	8,173
8,511	7,363	221	161	14,853	13,465	**10.3**	11,195	3,658
9,645	9,484	467	391	18,539	17,080	**8.5**	13,106	5,433
8,185	7,434	627	403	22,326	20,654	**8.1**	13,800	8,526
4,122	3,631	215	185	10,398	9,132	**13.9**	7,382	3,016
7,319	5,855	374	379	17,046	14,937	**14.1**	13,467	3,579
15,477	13,168	438	293	37,679	33,498	**12.5**	24,199	13,480
18,990	19,363	772	647	21,878	22,660	**−3.5**	20,455	1,423
39,041	33,831	661	441	92,292	81,470	**13.3**	41,198	51,094
4,417	4,159	168	244	7,756	7,222	**7.4**	7,513	244
1,401	1,284	90	44	3,660	3,294	**11.1**	3,705	−45
28,551	23,406	746	568	51,222	44,792	**14.4**	37,769	13,454
6,400	5,704	161	175	11,025	9,717	**13.5**	9,114	1,911
9,030	8,549	466	185	21,791	19,617	**11.1**	12,315	9,476
3,613	3,503	225	212	8,242	7,468	**10.4**	6,243	2,000
3,778	3,523	132	175	8,868	8,403	**5.5**	7,979	2,888
2,418	2,398	63	61	5,708	5,541	**3.0**	4,668	1,040
21,626	19,733	668	772	43,209	39,394	**9.7**	25,471	17,739
7,835	7,075	408	320	15,371	13,233	**16.2**	11,491	3,879
11,311	10,521	164	304	14,598	13,269	**10.0**	15,302	−705
4,582	4,137	346	302	11,817	9,976	**18.5**	10,206	1,611
4,189	4,043	151	188	9,079	8,471	**7.2**	7,655	1,425
11,984	11,664	622	387	18,259	17,167	**6.4**	15,974	2,285
172,576	147,619	6,757	5,917	292,083	265,809	**9.9**	197,170	94,923
15,717	13,629	1,235	1,068	27,894	25,358	**10.0**	23,277	4,617
5,039	—	177	—	8,076	—	**—**	7,963	112
5,296	4,343	288	383	10,672	9,328	**14.4**	7,953	2,719
17,511	13,325	1,118	530	30,310	24,195	**25.3**	22,838	7,471
40,452	36,320	2,018	2,152	72,880	65,315	**11.6**	44,265	28,615
21,966	20,325	817	999	41,847	38,587	**8.4**	30,023	11,824
32,469	28,665	1,423	765	64,863	58,369	**11.1**	45,900	18,963
6,317	6,598	161	99	13,678	13,475	**1.5**	9,036	4,642
3,861	2,779	305	298	7,314	5,909	**23.8**	4,996	2,318
4,009	4,297	95	108	8,782	8,282	**6.0**	5,544	3,238
15,014	13,487	718	355	27,718	24,602	**12.7**	21,783	5,935

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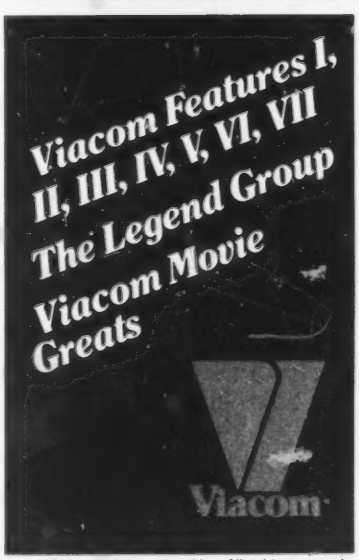
Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	Time sales[1] Network 1979 ('000)	Network 1978 ('000)	Spot 1979 ('000)	Spot 1978 ('000)
New Orleans (4)	29	29	2,952	2,652	15,763	14,860
*New York (9)	1	2	17,915	17,162	180,919	164,227
*Norfolk-Prtsmth-Nwpt. News-Hmptn, Va. (5)	46	44	2,010	1,758	9,075	8,933
Odessa-Midland-Monahans, Tex. (3)	129	125	951	773	2,257	2,073
*Oklahoma City-Enid (5)	35	36	2,105	1,943	15,789	12,630
Omaha (3)	55	61	1,960	1,811	8,498	8,181
Orlando-Daytona Beach, Fla. (4)	38	34	2,253	1,946	17,001	13,806
Paducah, Ky-Cape Grd, Mo-Hrrsbg, Ill. (3)	95	70	1,680	1,342	4,452	4,674
Pasco, Wash. (3)	138	124	364	276	1,280	1,021
Peoria, Ill. (3)	87	95	1,186	1,059	4,872	4,935
Philadelphia (7)	5	7	7,727	7,588	92,828	86,363
Phoenix-Mesa (6)	22	18	2,127	2,025	31,110	26,564
Pittsburgh (5)	16	21	4,582	4,591	44,281	41,519
Portland, Ore. (4)	27	33	2,220	2,088	28,756	25,482
Portland-Poland Spring, Me. (3)	93	87	1,264	1,160	4,980	4,713
Providence-New Bedford, Mass. (3)	43	50	3,809	2,896	14,363	12,813
Raleigh-Durham, N.C. (3)	52	47	2,686	2,564	12,771	10,527
Reno (3)	114	96	594	547	2,298	1,853
Richmond-Petersburg, Va. (3)	64	51	1,570	1,522	8,032	7,447
Roanoke-Lynchburg, Va. (3)	80	60	1,722	1,469	6,502	5,795
Rochester, N.Y. (3)	54	83	1,726	1,620	11,398	11,046
Rochester-Austin, Minn.-Mason City, Iowa (3)	126	103	991	921	2,735	2,706
Rockford-Freeport, Ill. (3)	96	115	1,302	1,209	3,470	3,416
Sacramento-Stockton, Calif. (5)	23	25	2,348	2,183	28,977	24,791
St. Louis (5)	18	17	3,607	3,350	40,085	37,328
*Salinas-Monterey-San Jose, Calif. (4)	72	109	816	954	5,748	5,534
Salt Lake City-Ogden-Provo (4)	36	41	1,675	1,566	16,288	14,163
San Antonio, Tex. (4)	41	30	1,933	1,868	12,113	11,573
San Diego (3)	24	22	3,618	3,104	28,039	24,699
San Francisco-Oakland (9)	4	6	4,826	4,577	85,963	80,265
San Juan-Caguas, PR. (3)	33	72	—	—	34,831	—
Savannah, Ga. (3)	123	127	941	874	2,670	2,267
Seattle-Tacoma (4)	15	13	3,063	2,824	44,588	37,519
Shreveport, La.-Texarkana, Tex. (3)	77	87	1,546	1,446	5,733	5,250
Sioux City, Iowa (3)	119	111	1,241	1,186	2,475	2,327
Sioux Falls-Mitchell, S.D. (3)	120	130	1,377	1,220	3,789	3,578
South Bend-Elkhart, Ind. (4)	86	101	1,132	1,032	5,109	4,528
Spokane, Wash. (3)	73	55	1,332	1,241	9,325	7,730
Springfield, Mo. (3)	100	99	1,367	1,221	3,709	3,736
Springfield-Decatur-Champaign-Urbana, Ill. (4)	65	64	1,810	1,584	5,831	6,666
Syracuse, N.Y. (3)	59	92	2,491	2,039	9,923	9,739
*Tampa-St. Petersburg, Fla. (5)	20	14	3,453	2,874	29,999	23,996
Terre Haute, Ind. (3)	118	89	1,670	1,450	2,380	2,152
Toledo, Ohio (3)	56	49	3,159	2,920	7,888	7,457
*Traverse City-Cadillac, Mich. (3)	133	138	711	762	2,556	2,012

Local 1979 (000)	Local 1978 (000)	Barter and trade-outs 1979 (000)	Barter and trade-outs 1978 (000)	Total broadcast revenues 1979 (000)	Total broadcast revenues 1978 (000)	Percent change in revenue	Total broadcast expenses 1979 (000)	Total broadcast profit[3] 1979 (000)
27,234	20,495	737	790	40,697	33,881	**20.1**	74,596	13,100
167,847	150,550	6,928	7,420	311,557	282,696	**10.2**	229,500	82,057
14,767	14,195	816	510	22,861	21,708	**5.3**	15,632	7,229
2,915	2,791	83	95	5,641	5,279	**6.9**	5,229	411
18,794	16,957	713	552	32,574	27,982	**16.4**	22,725	9,849
11,037	10,068	234	282	18,719	17,347	**7.9**	14,373	4,347
14,673	13,374	685	569	28,887	24,953	**15.8**	17,172	11,715
4,428	3,299	40	31	9,613	8,444	**13.8**	6,002	3,611
1,622	1,218	60	34	2,901	2,232	**30.0**	2,476	426
6,047	6,154	329	351	10,736	10,721	**0.1**	8,747	1,990
52,227	45,799	3,052	2,176	126,454	115,809	**9.2**	87,128	39,325
25,986	18,135	989	858	50,094	39,855	**25.7**	30,877	19,217
27,920	24,563	2,628	2,211	64,632	59,704	**8.3**	47,015	17,617
19,171	16,915	629	519	42,081	37,411	**12.5**	30,293	11,788
4,964	4,660	157	155	10,025	9,423	**6.4**	7,671	2,354
10,005	9,283	923	779	24,010	21,227	**13.1**	18,314	5,695
8,741	8,006	584	370	20,862	18,290	**14.1**	14,706	6,156
5,818	5,049	76	80	7,550	6,434	**17.3**	5,634	1,916
9,111	7,994	507	444	16,127	14,556	**10.8**	10,575	5,552
5,653	4,989	221	181	12,095	10,736	**12.7**	7,712	4,383
9,918	9,270	406	390	19,569	18,731	**4.5**	17,129	2,440
3,127	3,007	87	79	6,146	5,931	**3.6**	4,518	1,627
5,919	5,730	194	118	9,538	9,170	**4.0**	8,632	905
21,763	20,008	613	875	45,122	40,041	**12.7**	29,475	15,647
31,126	26,860	2,454	1,584	63,145	56,748	**11.3**	43,832	19,313
9,957	9,763	595	363	14,571	14,284	**2.0**	13,228	1,343
17,945	15,213	819	578	31,241	26,836	**16.4**	23,732	7,509
16,206	14,388	696	555	26,312	24,004	**9.6**	14,133	12,179
20,823	17,482	545	627	43,896	37,913	**15.8**	26,294	17,602
75,412	63,391	3,520	3,211	139,237	123,217	**13.0**	95,520	43,717
7,217	–	1,120	–	34,070	–	–	30,506	3,564
3,555	3,153	105	90	6,616	5,818	**13.7**	6,348	267
29,752	24,392	912	890	64,802	54,031	**19.9**	37,743	27,058
7,248	6,068	131	156	12,574	11,048	**13.8**	8,776	3,797
3,685	3,614	256	251	6,859	6,511	**5.3**	5,731	1,128
2,376	2,124	93	70	6,829	6,069	**12.5**	6,680	148
6,183	5,307	388	265	10,854	9,505	**14.2**	9,008	1,846
5,515	5,136	183	152	13,839	12,100	**14.4**	8,543	5,296
5,119	4,439	237	160	9,164	8,318	**10.2**	7,263	1,901
9,164	7,593	250	251	15,528	15,273	**1.7**	11,463	4,065
8,363	7,443	564	519	17,773	16,429	**8.2**	15,593	2,181
28,091	25,127	1,255	529	52,416	44,410	**18.0**	27,139	25,277
3,567	3,536	183	149	6,863	6,400	**7.2**	4,569	2,294
10,488	9,691	309	280	18,620	17,218	**8.1**	12,801	5,819
1,998	2,238	274	91	4,831	4,570	**5.7**	6,489	–1,658



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Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	Time sales[1] Network 1979 (000)	Network 1978 (000)	Spot 1979 (000)	Spot 1978 (000)
Tucson, Ariz. (4)	74	133	919	910	6,487	5,846
Tulsa, Okla. (3)	50	54	1,563	1,473	9,065	8,048
Washington (5)	10	16	4,036	3,567	65,194	60,035
Wichita Falls, Tex.-Lawton, Okla. (3)	121	117	804	673	2,368	2,200
Wichita-Hutchinson, Kan. (3)	66	52	1,463	1,285	6,744	6,099
Wilkes Barre-Scranton, Pa. (3)	76	110	1,765	1,641	6,545	6,496
Yakima, Wash. (3)	135	122	489	468	1,924	1,852
Youngstown, Ohio (3)	97	106	1,015	950	7,170	6,391
Markets of three or more stations			304,912	276,950	2,444,615	2,208,540
Markets of fewer than three stations			39,519	37,349	119,693	112,665
All markets			344,431	314,299	2,564,308	2,321,205

*One or more stations did not report data for the full year.

[1]Time sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparison in these categories should be made with caution.

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Breakdown of market revenues on per-home basis puts Las Vegas on top for 1979

In the table below, total broadcast revenues for the FCC-reported markets are divided by the total number of households contained in that Area of Dominant Influence, as defined by Arbitron Television for 1979. There are three markets—Honolulu, Pasco, Wash., and San Juan-Caguas, P.R.—that are not included since Arbitron compiles no figures for them.

Market	$ per home
Las Vegas-Henderson, Nev.	96.35
Salinas-Monterey-San Jose, Calif.	93.88
Atlanta	83.46
Denver	83.31
Phoenix-Mesa, Ariz.	82.77
Houston-Galveston, Tex.	80.15
Anchorage	79.74
Dallas-Fort Worth	79.63
New Orleans	76.01
Miami	75.44
Baton Rouge	74.20
San Francisco, Oakland	72.60
Los Angeles	69.85
Albany-Thomasville, Ga.-Tallahassee, Fla.	69.00
Salt Lake City-Ogden-Provo	67.32
Indianapolis-Bloomington, Ind.	67.30
Seattle-Tacoma	66.34
Baltimore	66.04
Tucson, Ariz.	65.92
Cincinnati	65.66
Chicago	65.37
Jacksonville, Fla.	65.37
Detroit	65.12
Bakersfield, Calif.	64.65
Minneapolis-St. Paul	64.25
Milwaukee	63.33
St. Louis	63.09
Washington	62.68
Kansas City, Mo.	62.02
Boston	61.97
Oklahoma City-Enid, Okla.	61.48
Sacramento-Stockton, Calif.	61.37
San Diego	61.30
San Antonio, Tex.	60.80
Fresno-Hanford-Tulare-Visalia, Calif.	60.37
Boise-Nampa, Idaho	60.13
Charlotte, N.C.	60.13
Portland, Ore.	60.08
Buffalo, N.Y.	59.88
Columbus, Ohio	59.76
Dayton, Ohio	59.30
Beaumont-Port Arthur, Tex.	59.02
Corpus Christi, Tex.	58.97
Charleston, S.C.	58.78
Rochester, N.Y.	58.73
Reno	58.61
Lubbock, Tex.	58.47
Columbia, S.C.	58.13
Omaha	57.81
Orlando-Daytona Beach, Fla.	57.62
Louisville, Ky.	57.50
Austin, Tex.	56.61
Tampa-St. Petersburg, Fla.	56.50
Madison, Wis.	56.34
Springfield-Decatur-Champaign-Urbana, Ill.	56.13
Augusta, Ga.	56.04
Colorado Springs-Pueblo, Colo.	55.97
Montgomery, Ala.	55.97
Hartford-New Haven-New Britain-Waterbury, Conn.	55.73
Pittsburgh	55.46

Local 1979 (000)	Local 1978 (000)	Barter and trade-outs 1979 (000)	Barter and trade-outs 1978 (000)	Total broadcast revenues 1979 (000)	Total broadcast revenues 1978 (000)	Percent change in revenue	Total broadcast expenses 1979 (000)	Total broadcast profit[3] 1979 (000)
8,540	7,510	396	284	13,744	12,236	**12.3**	13,699	45
14,074	13,506	266	321	21,860	20,270	**7.8**	16,427	5,433
38,035	33,208	1,870	1,653	87,783	79,658	**10.2**	64,987	22,795
4,080	3,611	204	207	6,815	6,025	**13.1**	5,989	827
8,816	7,933	349	199	15,391	13,818	**11.4**	9,920	5,472
6,200	5,287	487	506	12,774	11,699	**9.2**	11,587	1,188
2,138	1,993	142	92	3,987	3,806	**4.8**	3,364	623
3,173	2,963	259	252	9,514	8,578	**10.9**	8,075	1,439
2,099,281	848,242	94,885	82,737	4,142,580	3,713,802	**11.5**	2,880,147	1,262,434
145,484	132,200	5,733	6,043	280,984	261,202	**7.6**	224,371	56,613
2,244,766	1,980,442	100,619	88,780	4,423,564	3,975,004	**11.3**	3,104,517	1,319,047

[2]Excludes 21 satellites that filed combined reports with their parent stations. Includes television specialty stations with religious formats, provided that 50% or more of the revenues of those stations came from the sale of time to advertisers.

[3]Before Federal income tax.

Minus sign denotes loss.

Market	$ per home	Market	$ per home
Greenville-Washington-New Bern, N.C.	54.72	Richmond-Petersburg, Va.	42.95
Albuquerque, N.M.	54.64	Burlington, Vt.-Plattsburgh, N.Y.	42.42
Memphis	54.57	Terre Haute, Ind.	42.15
Cleveland	54.50	South Bend-Elkhart, Ind.	42.12
Rockford-Freeport, Ill.	54.31	Idaho Falls-Pocatello, Idaho	42.07
Fort Myers-Naples, Fla.	54.13	Raleigh-Durham, N.C.	41.95
Fort Wayne, Ind.	54.10	Greenville-Spartanburg, S.C.-Asheville, N.C.	41.89
Tulsa, Okla.	53.92	Providence-New Bedford, Mass.	41.77
Philadelphia	53.61	Knoxville, Tenn.	41.68
El Paso, Tex.	53.29	Duluth, Minn.-Superior, Wis.	41.67
Columbus, Ga.	52.25	Wichita Falls, Tex.-Lawton, Okla.	41.58
Syracuse, N.Y.	51.65	Flint-Saginaw-Bay City, Mich.	41.34
Birmingham, Ala.	50.95	Binghamton, N.Y.	41.10
Albany-Schenectady-Troy, N.Y.	50.63	Fargo-Valley City, N.D.	40.98
Lexington, Ky.	50.45	Amarillo, Tex.	40.73
Norfolk-Portsmouth-Newport News-Hampton, Va.	49.98	Davenport, Iowa-Rock Island-Moline, Ill.	40.53
Odessa-Midland-Monahans, Tex.	49.69	Wichita-Hutchinson, Kan.	38.98
New York	48.43	Chattanooga	38.58
Cedar Rapids-Waterloo, Iowa	47.52	Mobile, Ala.-Pensacola, Fla.	37.83
Erie, Pa.	47.50	Lincoln-Hastings-Kearney, Neb.	37.50
Peoria, Ill.	47.17	Harrisburg-Lancaster-York-Lebanon, Pa.	37.02
Evansville, Ind.	45.78	Springfield, Mo.	36.36
Monroe-El Dorado, Ark.	45.71	Columbia-Jefferson City, Mo.	36.06
Toledo, Ohio	45.71	Charleston-Huntington, W. Va.-Ashland, Ky.	35.89
Spokane, Wash.	45.41	Traverse City-Cadillac, Mich.	35.78
Nashville	45.29	Joplin-Pittsburg, Mo.	34.76
Sioux City, Iowa	45.15	Portland-Poland Spring, Me.	34.64
Des Moines-Ames, Iowa	44.75	Huntsville-Decatur, Ala.	34.47
Rochester-Austin, Minn.-Mason City, Iowa	44.40	Roanoke-Lynchburg, Va.	34.45
Green Bay, Wis.	44.10	Johnstown-Altoona, Pa.	33.65
Little Rock, Ark.	44.07	Wilkes Barre-Scranton, Pa.	33.65
Greensboro-Winston Salem-High Point, N.C.	43.98	Fort Smith, Ark.	33.38
Youngstown, Ohio	43.74	Shreveport, La.-Texarkana, Tex.	33.36
Savannah, Ga.	43.66	Johnson City-Kingsport-Bristol, Tenn.	33.15
Grand Rapids-Kalamazoo, Mich.	43.27	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	32.90
Jackson, Miss.	43.06	Sioux Falls-Mitchell, S.D.	32.79
Bangor, Me.	42.97	Yakima, Wash.	27.49

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believes the second half of the year will provide the opportunity for "great growth." He said the new administration will provide a psychological boost to business and, beyond that, there is a promise of tax cuts, which could translate itself into more disposable income.

One area in which PGW has been active and will continue in 1981 is new business development. In addition to trying to bring new advertisers to the medium, Reynolds said, PGW talks to major advertisers on the virtues of certain markets where PGW has stations. "We feel confident that if we can sell the use of a market, PGW will get its rightful share," Reynolds explained.

David Allen, president of Petry Television, said the 1979 TV figures held "no surprises" in allocations to the various markets.

"It's too bad the figures could not have come out earlier," he noted. "We need all the figures we can get in our planning process for the next year. Fortunately our estimates have been quite good."

Allen said spot business has been brisk at Petry in 1980, "probably 2% to 3% above the industry." He hastened to explain that all regions have not gained equally, noting that the South and the West have bloomed while the Northeast and the Midwest have not grown at the same rate.

Next. Financial figures for radio's 1979 will be released by the FCC on Dec. 16, according to Broadcast Bureau Chief Richard Shiben. BROADCASTING has scheduled publication of market-by-market totals for its Dec. 22 issue. Cable TV financial figures will be released within two to three weeks.

"I have a feeling that 1981 will be a good year," Allen commented. "We're going to have a new President and a new administration and business probably will benefit. And when business improves, so does television."

Dick Goldstein, president of Katz American Television, and Victor Ferrante, president of Katz TV Continental, stressed that the FCC market figures must be viewed with a critical eye because of the commission's lumping national/regional into one column.

"These figures can be used as guidelines," they said. "But there are no surprises in the lists. Due to our constant monitoring, we have been able to project with accuracy the amount of money flowing into the marketplace."

Ferrante, whose division covers smaller-market TV stations, predicted that national spot in 1980 will grow by about 13-14%. But he cautioned there will be sharp differences in gains, depending on the market. For 1981 he sees a resurgence in auto advertising and in a large list of consumer goods.

Goldstein pegs 1980's jump over 1979 at 14%, with the top 10 markets showing the largest increase. He said the toy business, the auto accessories market and issue advertising are likely to be growing advertising sectors for spot TV in 1981.

Both Ferrante and Goldstein said they expect a gain of 9%-11% in spot TV advertising in 1981.

Walter Schwartz, president of Blair Television, said that at first blush, 1980 seems disappointing.

"It's a quadrennial year and that's usually a fine year," Schwartz observed. "But with the recession, the terrible interest rates, the loss of the Olympics from TV and the SAG-AFTRA strike, it became an atypical year. Actually, as it's turning out, it's a respectable year."

Schwartz is estimating that 1980 will wind up 12% to 13% over 1979, depending on the outcome of the fourth quarter. He believes Blair will "do somewhat better" than the industry figure. He anticipates that spot TV will start slowly in 1981 but will gain momentum as the year progresses.

"I'm cautiously optimistic about the year," Schwartz said guardedly, "perhaps a

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■ Television Transmission Co. for Peru, Oglesby, Spring Valley and LaSalle, all Illinois (IL0083, 2, 4, 183) add signal.

■ Katy Cable Television Inc., for Fort Bend-NE, Harris-W and Waller-SE, all Texas (TX0665, 5, 7) new system.

■ Teleprompter Corp. for Fullerton, Calif. (CA0818) new system.

■ Southern TV Systems for Cisco, Eastland, Olden and Ranger, all Texas (TX0130, 1, 427, 132) add signal.

■ Housatonic Cablevision Co. for Trumbull, Monroe, Brookfield, and New Fairfield, all Connecticut (CN0101, 2, 4, 5) add signal.

■ New Milford Cablevision Co. for New Milford, Conn. (CN0037) add signal.

■ Sublette Community TV for Sublette, Kan. (KS0252) new system.

■ Plains Community TV for Plains, Kan. (KS0251) new system.

■ RV Cablevision for Lawrenceburg, Ky. (KY0466) new system.

■ Warner Amex Cable Communications for Eldred, Penn. (PA0034) new system.

■ Texas Cablevision for New Boston, Tex. (TX0562) add signal.

■ Telecable of Kokomo for Galveston and Cass, both Indiana (IN0229, 30) new system.

■ Presidio TV Cable for Presidio, Tex. (TX0296) add signal.

■ Coaxial Communications of Central Ohio for Pickerington, Canal Winchester and Violte, all Ohio (OH0747, 9, 50) add signal.

■ Centre Video Corp. for Ben Avon Heights and Franklin Park, both Pennsylvania (PA1902, 3) new system.

■ Garden States CATV Inc. for Frankford, N.J. (NJ0453) new system.

■ Alexandria Cablevision for Alexandria, Va. (VA0220) add signal.

■ Kellogg TV System for Kellogg, Idaho (ID0026) add signal.

■ ATC CATV for Fallon and Churchill County, both Nevada (NV0001, 2) add signal.

■ Cable TV of Minot for Minot, N.D. (ND0009) add signal.

■ North Ottawa Cablevision for Zeeland and Holland Charter, both Michigan (MI0435, 344) add signal.

■ Wilmore Municipal Authority for Wilmore, Penn. (PA1904) new system.

■ International Satellite Services for Ft. Sill, Okla. (OK0205) new system.

■ Alaskan Cable Network for Fort Greely AFB and Fort Wainwright AFB, both Alaska (AK0033, 4) new system.

■ Riverside Cable TV for Pulaski, Ark. (AR0202) new system.

■ Catawba Valley Communications for Brookford and Conover, both North Carolina (NC-236, 192) new system.

■ Telecable of Lexington for Lexington and Fayette, both Kentucky (KY0469, 70) new system.

■ Storer Communications of Bowling Green and Warren County for Bowling Green and Warren, both Kentucky (KY0467, 8) new system.

■ Satellite Cable TV for Acworth, Ga. (GA0280) new system.

■ North Ottawa Cablevision Inc. for Park, Mich. (MI0345) add signal.

■ Montgomery County Cablevision for Gaithersburg, Md. (MD0057) add signal.

■ Warner Amex Cable Communications for Eldred, Penn. (PA1531) new system.

■ Conley's TV Cable for Hueysville, Ky. (KY0461) new system.

Satellites

■ Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Applications

■ Princeton, N.J.—American Satellite Co. (5.0m; S-A; E2686).

■ Las Vegas—Royal Las Vegas Casino (5.0m; AFC; E2687).

■ Boulder, Colo.—Satellite Business Systems (7.7m; Hughes; E2688).

■ Hurst, Tex.—Hurst Cable Communications (5.0m; S-A; E2689).

■ Greenup, Ill.—Tri-Star Cablevision Inc. (4.6m; S-A; E2690).

■ Parma, Ohio—Scripps-Howard Broadcasting Co. (7.0m; S-A; E2691).

■ Toronto, Ohio—Television Cable Service Inc. (4.6m; S-A; E2692).

■ Redona Mesa, Calif.—Leo A. Schuerman (5.0m; E2693).

■ Dakota City, Neb.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2694).

■ Garden City, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2695).

■ Manchester, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2696).

■ Norton, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2697).

■ Holton, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2699).

■ Strongsville, Ohio-Hi-Net Communications Inc. (5.0m; AFC; E2700).

■ McLean, Va.—Hi-Net Communications Inc. (5.0m; AFC; E2701).

■ Rockville, Md.—Hi-Net Communications Inc. (5.0m; AFC; E2702).

■ Richmond, Va.—Hi-Net Communications Inc. (5.0m; AFC; E2703).

■ Rochester, N.Y.—Hi-Net Communications Inc. (5.0m; AFC; E2704).

■ Midlothian, Tex.—Austin and Associates Inc. (5.0m; S-A; E2705).

■ White Plains, N.Y.—Satellite Business Systems (5.5m; Nippon Electric; E2706).

■ Smithtown, N.Y.—Warner Amex Satellite Entertainment (11.0m; S-A; E2707).

Other

■ Tabulation of complaints received by Broadcast Bureau for September totaled 15,039, decrease of 5,486 from August. Other comments and inquiries for September totaled 2,762, increase of 1,303 over previous month. Bureau sent 1,224 letters in response to comments, inquiries and complaints. Ann. Nov. 7.

■ Atlanta, Ga.—Turner Broadcasting System Inc. requests elimination of cable television rules mandating carriage of signals of local television broadcast stations. (RM 3786). Ann. Nov. 10.

■ San Angelo, Tex.—Kenneth S. Gunter requests repeal or amendment of rules relating to age and experience requirements for first-class radiotelegraph operator licenses. (RM 3785). Ann. Nov. 10.

Call Letters

Applications

Call	Sought by
	New AM
KRRP	James G. Bethard, Coushatta, La.
	New FMs
KZOC	Osage Radio Inc., Osage City, Kan.
KDKS	Benton Broadcasting Corp., Benton, La.
KPSM	Multi-Media Ministries Inc., Brownwood, Tex.
	New TVs
WPMI	Hess Broadcasting Corp., Mobile, Ala.
*KLPA	Louisiana Educational Television Authority, Alexandria, La.
	Existing AM's
WYKC	WNAG Grenada, Miss.
WOIO	WRFD Columbus/Worthington, Ohio
WPEX	WWDE Hampton, Va.
	Existing FMs
KJMB	KYOR-FM Blythe, Calif.
KZFR	KTHO-FM South Lake Tahoe, Calif.
WPEZ	WCRY-FM Macon, Ga.
WAJY	WWL-FM New Orleans
KRSE	KYBO Yakima, Wash.
	Existing TV
KCEO	KLOC-TV Modesto, Calif.

Grants

Call	Assigned to
	New FMs
KTNC-FM	Southeast Nebraska Broadcasting Co., Falls City, Neb.
WTID	Voice of the People, Suffolk, Va.
KTRW	Read Broadcasting, East Wenatchee, Wash.
	New TVs
KNAN-TV	Roger D. Pinton, West Monroe, La.
*KCKA	Tacoma School District No. 10, Centralia, Wash.
	Existing AM
WCAM	WACA Camden, S.C.
	Existing FM
KKAZ	KLEN-FM Cheyenne, Wyo.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	–	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231					
Educational TV						
VHF	–	–	231	90	321	
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	–	–	339	184	523
UHF						
VHF	2,567	–	–	2,567	259	2,826

*Special temporary authorization **Includes off-air licenses